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AMENDMENTS TO THE CLAIMS:

(Previously presented) A system for restocking and repricing merchandise, comprising:

 a shelf label holder comprising an illuminating device for performing an illuminating
 function; and

a hand-held unit which remotely causes said illuminating device to illuminate under a predetermined condition,

wherein said illuminating device comprises a plurality of illuminating sections which correspond respectively to locations on a shelf.

- (Original) The system according to claim 1, further comprising:
 a host controller for storing merchandise data and planogram data, processing said data
 and remotely controlling an operation of said hand-held unit and said shelf label holder.
- 3. (Currently amended) The system according to claim 2, wherein said shelf label holder comprises:
 - a shelf control unit for controlling an illumination of said illuminating device[[,]].
- 4. (Original) The system according to claim 3, wherein an identifying section of said shelf label is inserted into said shelf control unit.
- 5. (Original) The system according to claim 4, wherein said shelf control unit comprises: a receptacle for receiving said identifying section of said shelf label; and a transceiver for transmitting signals to said host controller and said hand held unit and receiving signals from said host controller and said hand held unit.
- 6. (Original) The system according to claim 3, wherein said hand held unit comprises:

 a transceiver for transmitting signals to said host controller and said shelf control unit and receiving signals from said host controller and said shelf control unit;